

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Mr. J. Morgan
From: Jeanne Bonhomme
Subject: Revised Schedule For Merit Ultra Lights 85's
Yellow Versus Blue Pack Test

Date: January 11, 1982

Because of the packaging of Project Champagne, the production of the cigarettes for the Merit Ultra Lights yellow versus blue pack test will be delayed. In light of this fact, the schedule has been revised.

Cigarettes packed	Week of February 1	
Arrive HTI	February 9th	April 9
Ads due	February 9th	
Shipped from HTI	Week of February 15th	April 12
Interviewing begins	March 5th	April 26
Top-line	Week of March 15th	May 12

JB:mb
CC: R. Fitzmaurice
J. Zoler

Jeanne

	<u>Old</u>	<u>New</u>	<u>Total</u>
Merit Ultra Lights	224	76	300
Merit	224	76	300
Other 100's	300	100	400

Expect 75% return rate

*Project delayed to at least mid
March*

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